



Bill Roth
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November 27, 1996

TO: Don Fitzgerald

RE: Doral Box 100 Expansion
(Full Flavor and Lights Styles)

In response to your letter dated November 22, 1996 concerning the Doral Box 100 Expansion, the following pertains:

The Buffalo Region would like to introduce these styles throughout the Region in 1997.

- Our "Window" of opportunity for down the street introduction is March 1997
- 6M Case quantities of B1G1F Product to support the introduction as follows:
 - * 800 Cases of each style for total of 1600 6M cases

Don, please call if you have any questions.

Sincerely,

Bill

Bill Roth

BR/pkt

cc: Stephen MacLeod
Fray Natale

51859 6850